

**California State PTA**

## **2018 REGIONAL LEADERSHIP CONFERENCES**

**NORTHERN: August 25, 2018**

**Serna Center, Sacramento City Unified School District**  
5735 47<sup>th</sup> Ave  
Sacramento, CA 95824

**CENTRAL: September 8, 2018**

**Tulare Office of Education**  
6200 S. Mooney Blvd  
Visalia, CA 93277

**NORTHERN: September 22, 2018**

**Hill Education Center, Novato Unified School District**  
720 Diablo Avenue  
Novato, CA 94947

The exhibitor area will be outside. Please feel free to bring a pop-up for your space.

**SOUTHERN: October 6, 2018**

**Conference and Education Services Center, Ventura County Office of Education**  
5100 Adolfo Road  
Camarillo, CA 93012

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## **Class Descriptions**

### **PRESIDENT (101 and 201)**

A great class for beginning leaders as well as seasoned pros. Learn what every president needs to know, as well as tips from other leaders. This class runs two sessions – 1 and 2.

### **TREASURER (102 and 202)**

Perfect for beginning and experienced treasurers. Learn the ins and outs of being a PTA treasurer. In this class, we will go over financial requirements to keep your unit in good standing with PTA and various governmental agencies. This class runs two sessions – 1 and 2.

### **MEMBERSHIP (103)**

Membership is an important part of every PTA. Find out about all the great tools California State PTA has for our units to promote and increase membership.

## **COMMUNICATIONS AND SOCIAL MEDIA (104)**

Communication is a vital cog in the PTA machine. Today, social media is one of the most effective communication tools that you can use to reach PTA leaders and members. Learn how to target your audience, prepare your message and choose the appropriate method of delivery. Learn basic social media skills to promote your PTA programs and communicate with your school community. You'll learn how Facebook and Twitter can benefit your PTA, as well as an overview of the do's and don'ts for social media.

## **INTRODUCTION TO THE CALIFORNIA SCHOOL DASHBOARD (205)**

The California School Dashboard reports the progress of your school and its students. We'll talk about the information you'll find there and show you how to navigate through the Dashboard. Most important of all – we'll help you use the data about your local school to identify questions that need asking and get answers to those questions.

## **PARLIAMENTARIAN (106)**

All PTAs need one, but do we really know what our Parliamentarians can do? Learn the ins and outs of being a Parliamentarian and the main tasks you are responsible for, including nominating committees and elections.

## **ENGAGING FAMILIES AND BUILDING COMMUNITIES (107)**

Join us and learn all about the amazing work happening around Reflections, arts advocacy and the School Smarts program. You will hear from three amazing art champions about upcoming activities and opportunities for you to join the movement and celebrate arts in your community. Whether it's through the Reflections program, advocating for arts in a Local Control Funding Plan or engaging families in schools, this workshop is for you!

## **ELECTRONIC MEMBERSHIP (203)**

Learn about California State PTA's new electronic membership system. We'll show you how the system makes joining PTA easy and convenient for members and PTA leaders. We'll go over the membership reports that PTA leaders will be able to generate and show you the ins and outs of the TOTEM system, including social sharing and the new electronic membership card. We'll have live demonstrations and we can help you get your PTA online right away.

## **FUNDRAISING (204)**

Fundraising is a major part of any PTA. Understand the rules and guidelines set forth to keep your PTA unit on the right side.

## **LEGISLATION (105)**

Join our legislation team as we cover a wide variety of topics including local advocacy, supporting our students and LCAP. Learn how to use social media to advocate for our kids. The latest and hottest legislative topics coming out of Sacramento and Washington will also be covered.

## **SECRETARY (206)**

PTA minutes are important. Learn about your duties to the board and what needs to be included in your monthly minutes. Also, learn about new changes that are coming forward from California State PTA.

## **COUNCIL LEADERS – WHAT YOU NEED TO KNOW (207)**

Get your questions answered regarding a council leader's job. We will go over what resources are available to you when you need help, and an overview of all the various positions on the board.

## **PTA 411 (301)**

You've taken the classes, but still have some questions. Bring them to this 90-minute class of nothing but questions and answers. Inquiring minds need to know and California State PTA experts will be on hand to give you the answers.

## **BUDGET (302)**

PTA budgets can be confusing. California State PTA's treasurer will coach you on how to set up your PTA budget to keep everything in the proper categories. Make sure to bring a copy of your current budget and your questions!

## **PROGRAMS AND FAMILY ENGAGEMENT (303)**

Family engagement is so important. Learn how to create memories for your students and their families during this class. Learn how to plan an event and bring your ideas to share.

## **UNDERSTANDING CULTURE TO RECRUIT AND RETAIN A DIVERSE BOARD (304)**

How does the diversity of cultures impact your PTA? Join the discussion as we define culture as it relates to PTA and identify how culture plays a role in your PTA, while you build understanding of cultural diversity to recruit and retain a diverse board.

## **HOT TOPICS IN HEALTH & COMMUNITY CONCERNS (305)**

Come hear about what is going on currently in the subjects of health and community concerns. How serious is the opioid crisis? Learn about our allied agencies in the areas of teen drug and alcohol use prevention, bullying, health care information for families and safe teen driving. Get some fliers on topics of interest to the parents in your school to use in your meetings! Ask questions and give input to California State PTA leaders on what would be helpful to you and your unit.

## **BYLAWS & E-BYLAWS (306)**

Bylaws are an important part of any unit, council or district PTA. Learn the details of updating your bylaws and the critical areas to review. For those who want to update your bylaws through the ebylaws system, bring your laptop and we will walk you through the process. Please note: you need a sign on and password to access the system. To obtain an ebylaws sign on and password, visit [bit.ly/ebylaws](http://bit.ly/ebylaws). Please allow 7-10 days for your log on information to be sent to you.

## **BUILDING TEAMS AND HANDLING CONFLICT (307)**

Learn the importance of turning the group of people you work with into a team with a common mission and goal. Learn how to manage yourself and your team and efficiently work through conflicts that may arise.